



Continuation of Substance of Interview including description of the general nature of what was discussed: In the week of 06/09/2009, after consulting with SPE Peter Vo, the examiner had communicated to the applicant the need to clarify the beginning and ending times of the reward period. The applicant then e-mailed some proposed amendments to this effect. Further consultation indicated the need to clarify that the customer purchases at least one product in said at least one selected product category on each of said selections to indicate that the reward accumulates on a transaction-by-transaction basis throughout the reward cycle to teach away from the references. Verbal authorization to amend Claim 1 to this effect was given by atty. Steve Elleman on 06/18/2009. The other proposed claim amendments e-mailed by the amendment are entered as received. .